

# BROWN BULB RANCH

MAIN OFFICE  
Capitola, Calif.  
Greenwood 5-1313

SPRING 1960

(Growers and Importers - Wholesale only)

NORTHWEST OFFICE  
936 West 49th St.  
Seattle 7, Wash.  
Sunset 4-2600

## PACKAGED FLOWER BULBS and PERENNIALS

### HOW TO ORDER

Write the quantity you wish in the left-hand column and mail to either Capitola or Seattle, whichever is closer to you. We will mail you another copy for future orders. Order in multiples of 5. Fill out your name and address at the bottom of this page.

### ASSORTMENTS

In order to assist you in making up a well-balanced order of the best sellers, we can make up assortments for you. Your location will be taken into consideration to be sure you receive the proper varieties for your climate.

|                               | COST    |
|-------------------------------|---------|
| _____ Bulb Assortment #1      | \$40.00 |
| _____ " " #2                  | 75.00   |
| _____ Perennial Assortment #1 | 20.00   |
| _____ " " #2                  | 50.00   |

### SALES AIDS

We furnish advertising material and display posters.

### ATTRACTIVE PACKAGES

All packages are polyethylene, foil, with color illustrations and cultural directions.

### DELIVERY

Packaged Bulbs and Perennials are available from either Capitola or Seattle beginning January 10th.

### BULK BULBS

We now have attractive counter display cartons for those dealers who have been unable to properly handle and display bulk bulbs. If you are interested in a full line of bulk bulbs and perennials, we will be glad to send you our catalog.

### DISPLAY BOXES

If you want an attractive display of bulk bulbs, try our display boxes. Just open up the color lithographed box and you are ready for business. We have two types of boxes. One offers each item individually, and the other an assortment of varieties. These are offered in our regular Trade List. If you do not have one, we will be glad to send a copy.

## Tuberous Begonias

(American Hybrids)

(3 bulbs per pkg. 1 1/4" - 1 1/2")

RUFFLED DOUBLE (this is the new  
Ballerina strain)

Cost Sugg. Retail

|              |              |     |
|--------------|--------------|-----|
| _____ Salmon | .33          | .59 |
| _____ Red    |              |     |
| _____ White  | _____ Orange |     |
| _____ Yellow | _____ Pink   |     |

HANGING BASKET (these are large-flowered  
hybrids)

|              |     |     |
|--------------|-----|-----|
| _____ Red    | .33 | .59 |
| _____ Yellow |     |     |
| _____ Pink   |     |     |
| _____ Salmon |     |     |

### BEGONIA PLANTER

A water-proof container planted with two large Double Flowering Tuberous Begonias in a nutrient growing medium. This planter makes it possible to start tubers under household conditions and to transplant a well-established begonia outdoors when danger of frost is past. Only water need be added.

Beautifully illustrated label complete with growing instructions. Colors designated on the label.

|                   |     |     |
|-------------------|-----|-----|
| _____ Per Planter | .56 | .98 |
|-------------------|-----|-----|

ROSE FORM (an improvement on  
the old Camellia type)

|              |               |
|--------------|---------------|
| _____ Red    |               |
| _____ Yellow | _____ Pink    |
| _____ White  | _____ Apricot |

### NOVELTY TYPES

|  |     |      |
|--|-----|------|
| _____ Frilled Single Mixed   | .33 | .59  |
| _____ Carnation Mixed  |     |      |
| _____ Picotee Double Mixed   |     |      |
| _____ Double Multiflora Mixed  |     |      |
| _____ Crispa Marginata Mixed   |     |      |
| _____ Mixed Colors & Types<br>(10 Bulbs 1 1/4"-1 1/2")                       | .59 | .98  |
| _____ Ballerina Hybrids (Asst'd<br>colors - 3 Jumbo tubers -<br>2 1/2" - 4") | .79 | 1.39 |

## COMPLETE STOCKS

Both our Capitola and Seattle locations carry complete stocks for re-orders. We are, therefore, able to give you prompt service and the advantage of a lower transportation cost.

## USE THIS FORM FOR ORDERING

FIRM NAME \_\_\_\_\_  
STREET ADDRESS \_\_\_\_\_  
CITY & STATE \_\_\_\_\_

SHIP VIA \_\_\_\_\_  
SHIP WHEN \_\_\_\_\_  
SIGNED \_\_\_\_\_

LIBRARY  
RECEIVED

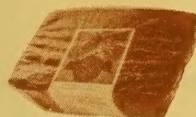
★ JAN 18 1960 ★

U.S. Department of Agriculture

PROCUREMENT SECTION  
CURRENT SERIAL RECORDS

JUN 10 1960

U.S.D.A.  
NAT. AG. LIBRARY  
RECEIVED



## *Gladiolus*

| <u>GLADIOLUS</u>                                 | (#2 size - 1 $\frac{1}{4}$ - 1 $\frac{1}{2}$ " dia.) | Bulbs<br>Per Pkg. | Cost | Sugg.<br>Retail |
|--|--|-------------------|------|-----------------|
| _____ Firmament - blue                           |  | 8                 | .29  | .49             |
| _____ Dr. Fleming - rose pink                    |  |                   |      |                 |
| _____ Hopman's Glory - yellow                    |  |                   |      |                 |
| _____ Java - yellow                              |  |                   |      |                 |
| _____ Lavender Belle - light lavender            |  |                   |      |                 |
| _____ Margaret Beaton - white, red<br>throat     |  |                   |      |                 |
| _____ Merry Widow - dark violet,<br>white throat |  |                   |      |                 |
| _____ Orange Gold                                |  |                   |      |                 |
| _____ Purple Supreme                             |  |                   |      |                 |



| <u>GLADIOLUS</u>                                  | (#2 size - 1 $\frac{1}{4}$ - 1 $\frac{1}{2}$ " dia.) | Bulbs<br>Per Pkg. | Cost | Sugg.<br>Retail |
|---|--|-------------------|------|-----------------|
| _____ Red Charm - red                             |  | 8                 | .29  | .49             |
| _____ Snow Princess - pure white                  |  |                   |      |                 |
| _____ Spic & Span - ruffled pink                  |  |                   |      |                 |
| _____ Yellow, red throat                          |  |                   |      |                 |
| _____ Uhu - brownish red, lilac stripe            |  |                   |      |                 |
| _____ Mixed Colors                                |  | 12                | .33  | .59             |
| _____ Lithographed polyethylene<br>bag (#2 bulbs) |  | 25                | .46  | .79             |
| _____ Mixed Jumbo size (2" up)                    |  | 12                | .50  | .89             |
| _____ Mixed Colors (#1 bulbs)                     |  | 20                | .59  | .98             |

## *Dahlias*

| <u>DAHLIAS</u> - (Decorative)                 |   |     |     |  |
|---|---|-----|-----|--|
| _____ Confucius - large oriental red          | 1 | .29 | .49 |  |
| _____ Kindig's Purple - deep purple           |   |     |     |  |
| _____ Lois Walcher - lavender, white<br>tips  |   |     |     |  |
| _____ Mdm. Le Boutillier - shaggy dark<br>red |   |     |     |  |
| _____ Ogden Reid - large rose pink            |   |     |     |  |
| _____ Paisley Gem - white, speckled<br>violet |   |     |     |  |



| <u>DAHLIAS</u> - (Decorative)                 |   |     |     |  |
|---|---|-----|-----|--|
| _____ Red Triumph - light red                 | 1 | .29 | .49 |  |
| _____ Royal Yellow - golden yellow            |   |     |     |  |
| _____ Sherwood's Peach - large buff &<br>gold |   |     |     |  |
| _____ Simoun - yellow, red spots,<br>unusual  |   |     |     |  |
| _____ Violet King - large violet              |   |     |     |  |
| _____ White Master - pure white               |   |     |     |  |

| <u>DAHLIAS</u> - (Pom Pon)      |   |     |     |  |
|---------------------------------|---|-----|-----|--|
| _____ Amber Queen - bronze      | 1 | .29 | .49 |  |
| _____ Betty Ann - pink          |   |     |     |  |
| _____ Golden Queen - yellow     |   |     |     |  |
| _____ Lavender Dream - lavender |   |     |     |  |
| _____ Red Warrior - red         |   |     |     |  |
| _____ Snowman - white           |   |     |     |  |

| <u>DAHLIAS</u> - (cactus) |   |     |     |  |
|---------------------------|---|-----|-----|--|
| _____ Pink                | 1 | .29 | .49 |  |
| _____ Red                 |   |     |     |  |
| _____ Orange              |   |     |     |  |
| _____ White               |   |     |     |  |
| _____ Lavender            |   |     |     |  |



### **OVER FIFTY YEARS**

We have been growing flower bulbs for over fifty years. We are the largest growers in the world of many of the items that we offer and we are the largest importers in the West of most imported varieties. This experience and volume enables us to supply the highest quality stock at Minimum prices.

### LARGE DAHLIA PACKAGES

These packages contain four tubers, each of a different variety. The colors are designated on the package. Each shipment contains several color combinations.

4 tubers per pkg.

|   |   |     |      |
|---|---|-----|------|
| _____ Giant Decorative  | 4 | .82 | 1.49 |
| _____ Cactus  | 4 | .82 | 1.49 |
| _____ Collarettes (semi-double blooms<br>with contrasting petals) | 4 | .82 | 1.49 |

## *Miscellaneous Bulbs*

| <u>HARDY LILIES</u>              |   |     |     |  |
|----------------------------------|---|-----|-----|--|
| _____ Auratum - gold banded lily | 2 | .33 | .59 |  |
| _____ Coral - small scarlet      |   |     |     |  |
| _____ Regale - best white lily   |   |     |     |  |
| _____ Rubrum - pink              |   |     |     |  |
| _____ Tiger - orange, dark spots |   |     |     |  |



| <u>RANUNCULUS</u>  |    |     |     |  |
|--|----|-----|-----|--|
| This is an excellent Spring bulb anywhere. It is becoming very popular. A good cut flower. |    |     |     |  |
| _____ Mixed #1 Size  | 15 | .29 | .49 |  |
| _____ Mixed #3 Size  | 60 | .59 | .98 |  |
| _____ Orange #2 Size   | 15 | .29 | .49 |  |
| _____ Red #2 Size  | 15 | .29 | .49 |  |
| _____ Yellow #2 size   | 15 | .29 | .49 |  |
| _____ Pink #2 size   | 15 | .29 | .49 |  |

**Growers and Importers to the Wholesale Trade Only.**

## Miscellaneous Bulbs

|  | Bulbs<br>per Pkg. | Cost | Sugg.<br>Retail |   | Bulbs<br>per Pkg. | Cost | Sugg.<br>Retail |
|--|-------------------|------|-----------------|---|-------------------|------|-----------------|
| _____ Anemone #1 Double                                    | 15                | .29  | .49             | _____ Calla, yellow 2 - 2½"                 | 2                 | .33  | .59             |
| _____ " #3 "   | 70                | .59  | .98             | _____ Caladium, Fancy Leaf 1½"              | 2                 | .33  | .59             |
| _____ " #1 Single  | 15                | .29  | .49             | _____ Double Tuberose - fragrant            | 4                 | .33  | .59             |
| _____ Aztec Lily - novelty amaryllis                       | 1                 | .33  | .59             | _____ Fragrant Gladiola                     | 10                | .33  | .59             |
| _____ Amaryllis Hybrids 2½ - 3"                            | 1                 | .45  | .79             | _____ Gloxinia, mixed 1 - 1½"               | 3                 | .33  | .59             |
| _____ Amaryllis - new Hybrid Dutch<br>Hippeastrums 2½ - 3" | 1                 | 1.50 | 2.59            | _____ Hardy Orchid - lavender               | 2                 | .33  | .59             |
| _____ Achimene   | 5                 | .33  | .59             | _____ Miniature Amaryllis (mixed<br>colors) | 5                 | .33  | .59             |
| _____ Baby Gladiolus Mixed                                 | 8                 | .33  | .59             | _____ Lycoris (fragrant Amaryllis)          | 3                 | .33  | .59             |
| _____ Calla, pink 1½ - 2"                                  | 2                 | .33  | .59             | _____ Mexican Shell Flower (tigridia)       | 10                | .33  | .59             |

## Perennials

### HARDY PHLOX (one of our most popular perennials)

(2 roots per pkg.)

|                        |     |     |
|------------------------|-----|-----|
| _____ Red              | .39 | .69 |
| _____ Pink             |     |     |
| _____ White            |     |     |
| _____ Salmon           |     |     |
| _____ Purple           |     |     |
| _____ White w/red eye  |     |     |
| _____ Blue w/white eye |     |     |



### BEARDED IRIS (will grow in any soil and little attention)

(1 root per pkg.)

|                                     |     |     |
|-------------------------------------|-----|-----|
| _____ Sunshine - yellow             | .22 | .39 |
| _____ Red Warrior - red             |     |     |
| _____ Pink Cloud - pink             |     |     |
| _____ Bronze Idol - bronze          |     |     |
| _____ White Glory - white           |     |     |
| _____ His Majesty - purple & bronze |     |     |
| _____ Apricot - salmon pink         |     |     |
| _____ Blue Sky - light blue         |     |     |



### DOUBLE PEONIES (imported from Holland)

(1 division per pkg. - 3/5 eye)

|             |     |     |
|-------------|-----|-----|
| _____ Red   | .44 | .79 |
| _____ Pink  |     |     |
| _____ Rose  |     |     |
| _____ White |     |     |



### CANNAS (this is a plant that grows well anywhere)

(2 roots per pkg.)

|   |     |     |
|---|-----|-----|
| _____ The President - red   | .29 | .49 |
| _____ Yellow Humbert - yellow, red spots  |     |     |
| _____ City of Portland - pink   |     |     |
| _____ Gaiety - orange (dwarf)   |     |     |
| _____ Golden Gate - pure yellow   |     |     |
| _____ Eureka - cream white  |     |     |
| _____ Wyoming - orange, bronze foliage  |     |     |
| _____ Striped Beauty - yellow flower,<br>green foliage with cream stripe,<br>new introduction |     |     |



### BUTTERFLY ORCHID

(Epidendrum Hybrids)

These plants shipped from Hawaii  
are easily grown given proper care.

(1 plant per pkg.)

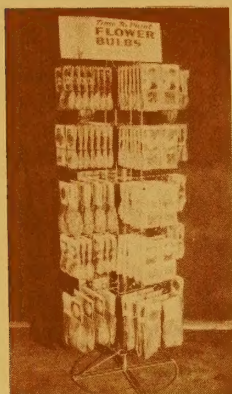
|                |     |      |
|----------------|-----|------|
| _____ Scarlet  | .52 | 1.00 |
| _____ Yellow   |     |      |
| _____ Pink     |     |      |
| _____ Lavender |     |      |



## Miscellaneous Perennials

|   |   |     |     |   |   |     |     |
|---|---|-----|-----|---|---|-----|-----|
| _____ BLEEDING HEART (Dicentra) 2/3 eye<br>div. | 1 | .33 | .59 | _____ BABY'S BREATH (Gypsophila) pink     | 1 | .22 | .39 |
| _____ TRANSVAAL DAISY (Gerbera)<br>mixed colors | 1 | .25 | .49 | _____ PERUVIAN LILY (Alstroemeria) yellow | 2 | .22 | .39 |
| _____ DAY LILY - pink                           | 1 | .22 | .39 | _____ DOUBLE HOLLYHOCK (mixed colors)     | 1 | .22 | .39 |
| _____ TRITOMA - new hybrids (Red Hot Poker)     | 2 | .22 | .39 | _____ BLUE LILY OF THE NILE (agapanthus)  | 1 | .42 | .79 |
|   |   |     |     | _____ TRITOMA - yellow                    | 1 | .22 | .39 |

## Rotary Rack



RACK  
SHIPPED  
IN  
STURDY  
CARTON  
NOTHING  
TO  
ASSEMBLE

## Suggested Rotary Rack Assortment

|   | Cost Each | Retail |
|---|-----------|--------|
| 80 Pkgs. Gladiolus (8), ass't separate varieties          | .29       | .49    |
| 15 Pkgs. Gladiolus Mixed (12)                             | .33       | .59    |
| 40 Pkgs. Begonias (3) asst'd separate varieties           | .33       | .59    |
| 40 Pkgs. Dahlias (1) asst'd types and varieties           | .29       | .49    |
| 15 Pkgs. Lilies (2) Asst'd                                | .33       | .59    |
| 20 Pkgs. Cannas   | .29       | .49    |
| 15 Pkgs. Callas   | .33       | .59    |
| 15 Pkgs. Anemones & Ranunculus                            | .29       | .49    |
| 25 Pkgs. Miscellaneous Bulbs best items for your locality | .33       | .59    |

SHIP AS SOON AS AVAILABLE:

\_\_\_\_\_ Racks . . . . . \$20.00  
\_\_\_\_\_ Assortment as listed opposite . . . 80.00

If you wish to make up your own assortment from this package list, we will be glad to fill your rack order that way.

## Supply Items

### Fertilizer, Peat, Potting Soil, Etc.

IL, ETC. Packed Sugg.  
per Case Cost Retail

#### MOO COW NATURAL FERTILIZER

|                      |    |      |      |
|----------------------|----|------|------|
| _____ 2-Quart        | 20 | .27  | .49  |
| _____ 1/4 Cubic Foot | 10 | .45  | .79  |
| _____ 1 Cubic Foot   | 5  | 1.15 | 1.98 |

#### CALIFORNIA PEAT

|               |    |     |     |
|---------------|----|-----|-----|
| _____ 2-Quart | 20 | .23 | .39 |
|---------------|----|-----|-----|

#### POTTING SOIL

|               |    |     |     |
|---------------|----|-----|-----|
| _____ 1-Quart | 20 | .16 | .29 |
|---------------|----|-----|-----|

#### LEAF MOLD

|               |    |     |     |
|---------------|----|-----|-----|
| _____ 2-Quart | 20 | .28 | .49 |
|---------------|----|-----|-----|

#### CHARCOAL

|               |    |     |     |
|---------------|----|-----|-----|
| _____ 9 ounce | 50 | .16 | .29 |
|---------------|----|-----|-----|

### Plant Stakes

| Length          | Packed Per Bale | Price Per Bale         | Sugg. Retail |
|-----------------|-----------------|------------------------|--------------|
| 2 Ft.           | 40              | \$6.80 ( .17 per pkg.) | .29          |
| 3 Ft.           | 40              | 9.20 ( .23 " " )       | .39          |
| 4 Ft.           | 20              | 7.00 ( .35 " " )       | .59          |
| 6 Ft. (natural) | 20              | 23.00 ( 1.15 " " )     | 1.98         |

ADD 10% FOR LESS THAN BALE LOTS

### Wooden Labels

|  | Packed per ctn. | price per ctn. |
|--|-----------------|----------------|
| Extra Smooth, Painted                    |                 |                |
| Tree Labels 3 1/2" x 5/8" (copper wired) | 1,000           | \$4.75         |
| Pot Labels - 4 inch                      | 1,000           | 3.25           |
| " " 5 "                                  | 1,000           | 3.60           |
| " " 6 "                                  | 1,000           | 4.20           |
| Garden Labels 8 inch.                    | 250             | 2.20           |
| " " 10 inch                              | 250             | 2.55           |

### TERMS

Firms not having accounts with us will please forward 25% cash with their order, regular terms net in 30 days from date of invoice, and 2% discount for payment in 10 days.

Crop failure or any cause beyond our control releases us entirely from delivery.

We give no warranty, express or implied, as to description, purity, productiveness, or other matter of any seeds, or bulbs we sell, and we will not be in any way responsible for them. F.O.B. Capitola, or Seattle, except where otherwise noted.

### VISITORS WELCOME

We are the largest growers of Tuberous Begonias in the world. Our fields of seedlings are in bloom at our ranch at Marina, Calif. (on California Highway #1 ten miles north of Monterey) in the Fall, and members of the trade are always welcome.

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Greenwood 5-1313

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